Business Gateway

Advisory Board

Planning Meeting Brief

February 2, 2005

Meeting Outcome and Agenda

<u>Meeting Outcome</u>: To summarize the achievements from the January 26 and 27 planning sessions

<u>Agenda</u>:

➢ Review process used in planning sessions

➢ Highlight agency attendance by planning session

➢ Review major activities planned for FY05, costs, and associated timelines

Planning Meeting Process

➢ Planning sessions were held for five BG project lanes: Content Management, Forms Catalog, Compliance Assistance, Harmonization, and Outreach

➢ The following agencies participated in at least one planning meeting:

  • HUD, DOT, Treasury, EPA, GSA, DOL, DOJ, DOC, DoEd, HHS, SBA

➢ Each group reviewed the latest list of planned project activities, and engaged in a discussion to identify additional activities for FY05

➢ The groups suggested organizing all activities into one of three major programmatic functions:

  • Planning, Operations, and Research and Outreach.

➢ After identifying activities, the group discussed high-level timelines for completion

➢ Summary notes were distributed to attendees for comment

Key Themes from Planning Sessions

➢ Planning

- Engage business community to validate and refine project direction and guide future investments

➢ Operations

- Integrate BG with related agency initiatives
- Improve usability of existing products

➢ Research and Outreach

- Leverage existing channels to educate customers
- Evaluate new channels

Portal/ Content Management: Planning

➢ **Refine Site and Update Content**
  - Develop Market Research Methodology
  - Gather and Analyze Market Research Data
  - Develop requirements
  - Refine Site/Integrate with related sites

➢ **Develop Content Management Approach**
  - Define cross agency functional, business, and technical requirements
  - Document acquisition strategy

Q1	Q2	Q3	Q4

Portal/ Content Management: Operations

- ➢ **Select and Implement Content Management Tool**
  - Requirements Analysis
  - Tool Assessment
  - Acquisition Strategy
  - Rollout and Migration
- ➢ **Implement Content Management Approach**
  - Implement Content Management Approach
- ➢ **Integrate BG to key government sites**
  - Integrate with first.gov
  - Integrate to related agency sites: export.gov, benefits.gov, grants.gov, irs.gov

Q1	Q2	Q3	Q4
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Forms Catalog: Planning

➤ **Refine Catalog Scope**

   • Gather feedback from businesses and agencies to drive catalog scope

➤ **Synchronize upload processes and workflow**

   • Link to OMB ICR upload process

   • Improve workflow

➤ **Define better way to segment and organize forms**

➤ **Define relationship between forms catalog and forms processing**

Q1	Q2	Q3	Q4
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Forms Catalog: Operations

➢ **Implement System Enhancements**
- Add form instructions
- Improve search capability
- Implement logical forms taxonomy
- Simplify administrative processes
- Assess metadata standards

➢ **Resolve technical problems**
- Broken link check
- Allow agencies to have administrative rights

Q1	Q2	Q3	Q4

Compliance Assistance: Planning

➢ **Identify Top 5 Compliance Issues (Top 5 in '05)**

- Analyze relevant statistics
- Segment business market
- Conduct research leveraging Commerce's 51 Advisory Councils

➢ **Strategic Compliance Review**

- Conduct review of existing tools throughout Federal Government
- Organize links in relevant manner

Q1	Q2	Q3	Q4

Compliance Assistance: Operations

Q1	Q2	Q3	Q4

➢ **Implement COMPASS Tool**
- Requirements Analysis
- Development
- Implementation

➢ **Develop Selection Methodology**
- Create Compliance Assistance Working Group
- Develop selection criteria based on research
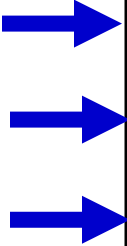- Assess current and potential tools for funding

Harmonization: Planning

➢ **Determine Strategy for Data Harmonization Project Selection**

- Define funding parameters

- Identify selection criteria

- Establish project submission process and guidelines

Q1	Q2	Q3	Q4
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Harmonization: Operations

➢ **Define Standard Methodology for Data Harmonization Projects**

- Publish Lessons Learned , Analyze feedback
- Create "Tiger Team" of Data Harmonization experts
- Publish Standard Methodology

➢ **Initiate 3 New Data Harmonization projects by end of FY 05**

- Identify potential opportunities
- Select projects
- Establish budgets and timeframes

Q1	Q2	Q3	Q4

Research & Outreach: Planning

➢ **Analyze existing data**
  - Leverage Chamber of Commerce, business roundtables, Minority Business Administration data
  - Track business.gov user inquiries/ feedback
  - Analyze individual agency inquiry logs

➢ **Collect additional data where necessary**
  - Qualitative: conduct focus groups and interviews
  - Quantitative: partner with a vendor to gather business community requirements

➢ **Define success measures**

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Research & Outreach: Operations

➢ **Track current site traffic volume**
  • Track number of hits/ visitors to the site
  • Track number of sites that link to site

➢ **Implement cost-efficient ways to increase traffic to the site**
  • Create links from agency web sites
  • Link through FirstGov

➢ **Enhance user feedback survey on web site**

➢ **Conduct formal usability testing**

Q1	Q2	Q3	Q4
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Research & Outreach: Outreach

	Q1	Q2	Q3	Q4

- **Work with SBA OCPL to design and implement outreach program**
  - Expo outreach campaign
  - Publish newspaper articles
  - Contract out long-term media campaign
- **Identify additional outreach methods**
  - Coordinate with agency Public Affairs offices
  - Celebrity public service announcements
  - Insert BG info into existing agency brochures
  - Power point presentations on CD
  - Field presentations
  - Seminars/ conferences
- **Track success of outreach efforts (i.e., track number of hits to site, links to site)**

Next Steps

BUSINESS GATEWAY	FY 05 Budget
Gov't FTE's/PMO 　•Gov't FTE's 　•PMO	**$1,950,000** *$ 1,205,000* *$ 745,000*
Research/Outreach 　•Research 　•Outreach/Education	**$2,000,000** *$ 1,300,000* *$ 700,000*
Portal/Content Management	**$1,495,000**
Compliance Tools	**$ 770,000**
Forms Catalog	**$1,500,000**
Forms Processing	**$ 370,000**
Harmonization	**$ 720,000**
Maintenance	**$ 152,000**
TOTAL	**$9,957,000**

Next Steps

➢ Preparation for Feb 9 Governance Board Meetings

➢ Continue implementation and rollout of activities